



## SECTION 3 | Introduction

The planning team conducted two types of interviews: 1) interviews with elected officials/stakeholders, and 2) public workshops.

Following is a summary of findings from each of these techniques.

### SECTION 3.1 | Stakeholder Interviews

Between September 29th and 30th, 2009, the planning team interviewed stakeholders arranged by the City. Each stakeholder or stakeholder group was shown a five-minute presentation on the project background and goals. Stakeholders were then interviewed for 45-60 minutes about the organizations they represented, and what they see as the priority parks and recreation needs in Sunrise. Regardless of affiliation or organization, many stakeholders communicated the following:

- The City's programs are under-promoted and under-utilized.
- There is concern that residents are using programs/facilities outside of the city.
- There does not appear to be a real need or desire for any major capital improvements within Sunrise.
- The East side of the city feels under-served.
- There is a need for increased/improved public transportation.
- The City needs a better marketing strategy to help promote their programs/facilities.
- The City needs to begin seeking out and embracing partnerships.
- Programs offered by the City are heavily subsidized.

- The city's demographics are changing to become a younger, and more racially diverse city.
- Horizons Magazine is not an effective method of program promotion/outreach.

### SECTION 3.2 | Public Workshops

Between September 29th and 30th, 2009, the planning team also conducted public workshops with the following focus groups:

September 29, 2009:

- Advisory Boards (5:30 p.m.)
  - Cultural Affairs Board
  - Leisure Services Board
  - Social Services Board
  - Education Board

- Youth Athletics (6:30 p.m.)

September 30, 2009:

- Youth and Adult Recreation (5:30 p.m.)

Complete minutes from these workshops can be found in the Appendix.

The workshops consisted of a brief presentation of the project background and goals, a needs and priorities exercise, and open discussion. Participants were also asked to complete a copy of the mail/telephone survey. Forty-two (42) members of the public attended in total.

## Prioritization Exercise

For the needs prioritization exercise, participants were given three stickers to place on a board with a list of parks and recreation facilities. Each sticker represented a “vote” for the facility/activity as a top priority need in the city. The following are the results of all focus groups; numbers listed in parentheses indicate the number of votes the facility/activity received:

- (12) Public Transportation
- (7) ADA Accessibility
- (6) Public Festivals/Events
- (5) Walking/Biking Trails
- (5) Off-Leash Dog Parks
- (4) Additional Programs
- (4) Cultural/Educational Programs
- (3) Commissioner Participation
- (3) Improved School P.E.
- (3) After School Organized Recreation
- (2) Outdoor Swimming Pools
- (2) Lighting/Security
- (1) Indoor Swimming Pools
- (1) Fishing Piers
- (1) Large Community/Regional Parks (10+ acres)
- (1) Playgrounds
- (1) Soccer Fields
- (1) Baseball Fields
- (1) RV Parking/Storage
- (1) Fishing Programs
- (1) Shade Structures
- (1) Clean Restrooms
- (1) Resident Involvement



Workshop participants during Prioritization Exercise.

**Survey:**

Each participant was asked to fill out a copy of the mail/telephone survey during the workshop. A summary of the results are as follows:

- The park visited the most often by workshop attendees is the Sunrise Athletic Complex.
- 64 percent of the respondents rated the City of Sunrise parks and recreation facilities as "Good."
- The most common ways that people learn about the City of Sunrise parks and recreation programs/activities are through the City of Sunrise website and parks and recreation brochures.
- Small neighborhood parks are the most important type of facility to the respondents.
- 45 percent of respondents said that the most important benefit they receive from parks and recreation facilities/services is "improved physical health and fitness."

A sample of the mail/telephone survey can be found in the Appendix.

**Summary:**

Participants from the public workshop indicated needs that were consistent with findings from the stakeholder interviews:

- The City needs additional program marketing and outreach methods to its residents to better inform them of activities and programs provided by the City of Sunrise.
- Participants indicated a desire for additional adult programs in both athletics and arts/culture.
- The residents from the east side of the City feel underserved.

- There is concern that residents are using programs/facilities outside of Sunrise.
- Many participants indicate that there is a lack of accountability amongst the coaching/referee staff.
- Participants indicate that they need additional public transportation options within the city.
- Participants also showed interest in the City providing/hosting more festivals and events at their parks.



**Participants review exercise results.**

## SECTION 3 | SUMMARY OF FINDINGS

The following is a summary of the most common needs and priorities derived from both the stakeholder interviews and the public workshops:

- The City's programs are under-promoted and under-utilized.
- There is broad concern that many residents are using programs/facilities outside of Sunrise.
- There does not appear to be a real need or desire for any major capital improvements within Sunrise.
- The East side of the city feels under-served
- There is a need for increased/improved public transportation for all age groups that services all portions of the city.
- There is a need for additional adult programs
- The City need's a better marketing strategy, that includes the increased use of the technologies currently available.
- The City needs to begin seeking out and embracing partnerships for the benefit of their programs and facilities.
- Leisure Services programs must begin to recover their costs; program fees need to be re-evaluated across the board.
- Horizon's Magazine is not a sufficient method of program promotion/outreach.